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Sim Carnation Company

offers . . .

FIRST AND SECOND GENERATION
ROOTED and UNROOTED
CULTURED CARNATION CUTTINGS

47 MORTON AVENUE
SAUGUS MASS.

Available for . . .

1961-62

SEASON

All Cuttings Taken From First and Second Generation
"Cultured" Mother Blocks

Light Pink

Crowley's Pink Sim
Peterson's New Pink Sim

White

Denver White Sim
Improved White Sim

Red

Gayety Red Sim
Cardinal Sim
Scania
Peterson's New Red Sim

Yellow

Yellow Sim
Corinne

Novelties

Scarlet Sim

Crimson

Topper

Salmon

Salmon Sim
(Laddie)

Miniature - Spray

Exquisite

Variegated

S. Arthur Sim

Prices effective September 1, 1961

ROOTED CUTTINGS

100 to 250 cuttings15c each

250 to 5000 cuttings10c each

Prices for UNROOTED cuttings are one-half the above prices.

The above prices are subject to 5% discount cash with order. Inquire about our special reduced price quotations on quantity purchase of 5000 or more carnation cuttings.

We pack a minimum overcount of three cuttings in each package of twenty-five cuttings shipped. This guarantees you a better than 10% overcount.

New "Susan"

A rose pink seedling of a pleasing color. Size 3 to 4 inches with a strong stem and does not split.

Susan won the New England Carnation Growers Revere Bowl at the A. C. S. Convention in Minneapolis and the S. A. F. medal in Boston for their best undisseminated seedling.

Susan will be restricted for three years

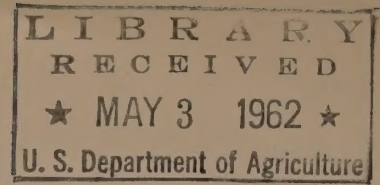
250 minimum order - \$150.00 per thousand - 250 at the 1000 rate

Sim Carnation Company

GROWERS AND BREEDERS OF FINE CARNATIONS

47 MORTON AVENUE, SAUGUS, MASS.

CENter 3-2050



Sim Carnation Company

47 MORTON AVENUE • SAUGUS, MASSACHUSETTS • CENTER 3-2050

Growers and Breeders of Fine Carnations

Member of

New England Carnation Growers' Association
American Carnation Society

JOHN V. CERASUOLO
N. EDWARD CERASUOLO

September 1, 1961

Dear Mr. Grower,

Realizing the need to build confidence with the grower who is thinking of buying Carnation cuttings, we have undertaken a sincere step to eliminate the possibility of disease from New England Stock.

We have equipped and staffed a modern culturing laboratory which enables us to index (culture) every clonal selected cutting before it is planted in our benches for mother block cutting production. Our laboratory staff was trained in this procedure under the direct supervision of the Department of Plant Pathology of the University of Massachusetts.

It is our belief that only by indexing each individual cutting used in our mother blocks can we honestly advertise cultured cuttings. As a result we have carried the designation of "First and Second Generation Cultured Cuttings" to assure the customer that our cuttings, offered for distribution this season, are taken from plants that were indexed in 1960-61.

Numerous tests and reports have proved conclusively that clonal selected, cultured mother block cuttings will break freer, develop heavier more rapid growth and assure the grower of improved production of select blooms.

We can supply you with our clean selected stock rooted (in sterilized Perlite) or unrooted as you desire. We believe that it would be to your advantage to let us supply your cutting needs, either for flower production or for mother blocks of your own, with our "First and Second Generation Cultured Cuttings."

Sincerely,

Ned and Jack

"We're Rooting for You"

(OVER)